

PROJECT TITLE : CIGARETTE DEVELOPMENT 1
PERIOD COVERED : APRIL 28 - MAY 20 1981
WRITTEN BY : Singer-Z. (ZDS)

335 LOLITA PRODUCT TEST IN GERMANY

Objective

To develop a full-flavour cigarette having taste characteristics close to those of the L & M brands.
 $K = 10$ mg/cig.
 $N = 0.8$ mg/cig.
Format : 7.95 / 25 / 84.4 mm

Summary

Prototypes 52 and 63 (containing CF) will be product tested in Germany.

Description of samples and results

The cigarettes for the test (Nos 52 T, 63 T) were produced in PMG Munich. The cut-filler and filter rods were shipped from FTR Neuchâtel. Before running, the trials were made with materials destined for Germany and the samples of cigarettes produced (52 C3, 63 C1) were kept for further comparison with the test-cigarettes. The cigarette samples of candidates Nos 52 T, 63 T have already been analysed using the DIN method and taste evaluated by local smoking Panels in FTR and in PMG. The analytical figures are within the objective. Tastewise, prototype 52 T was found to be indentical to No 52 C3; No 63 T differed in flavour intensity from No 63 C1. The cigarette will be submitted to Panel A.

0000144360

Objective

K = 15 mg/cig.
N = 1 mg/cig.

Summary

The previous prototype 7 C1 was reproduced in FTR Neuchâtel (prototype No 20 P). The analytical figures were within the objective (K = 14.2 mg/cig., N = 0.98 mg/cig.).

The product was taste evaluated by the expert Panel A with the following result : "We prefer trial 20 P which gives the typical character of BARBARA".

This cigarette was submitted to the German Marketing Department. In their opinion, this candidate has no chance of beating the CAMEL FILTER in the product test. Therefore, immediate action was taken in order to have a cigarette which shows better performance.

Description of samples and results

Using the construction of prototype 7 C1 (20 P), trials were made with two blends :

DB0136504N02 (modification of the previous one DB0136502R02)
DB0136503N02 (11 % of ETFC)
at two tobacco weights.

The flavour application rate was varied too :

- Processing version A : 0 1 E AC-25 / 1'000 kg total blend
- Processing version B : 20 1 E AC-25 / 1'000 kg total blend
- Processing version C : 14 1 E AC-25 / 1'000 kg total blend

Trials were run at the same time in FTR and in PMG Munich.

All the prototypes produced are being analysed and taste evaluated. The candidates selected will be presented to the German Marketing Department.

0000144361

402 PITCH III PRODUCT TEST IN GERMANY

Objective

TAR = 3 mg/cig.
SN = 0.3 mg/cig.
Format : 7.95 / 25 / 84.4 mm
Taste direction : GAMMA

Summary

The German Marketing Department has accepted the version 11 P (with double filter) which will be product tested against the LORD EXTRA and R-6.
The product test cigarettes will be produced in PMG Munich.
The filter rod used has been shipped from FTR.

416 PRINCE

Objective

K = max. 14 - 15 mg/cig.
N = 0.8 - 1 mg/cig.
Format : 7.95 / 20 / 84 mm

Summary

The development is based on the new blend No DB0141601N25 containing :

Reconstituted	14 %
Added stems	14.5 %
Flue-cured	45 %
Burley	21 %
Orient	5.5 %

In order to achieve equal or similar qualities to those of the aimed competitive brand, the tobacco underwent different treatments.

4000143362

	TYPE MAA	TYPE MLF		
Burley casing	Without Burley	E BC-19	E BC-18	E BC-18
Burley Top Flavour	Treatment	ETF-3	ETF-3	ETF-3
Pre-Cut	E PC-6	CD-4A-PC	E PC-7	E PC-7
Processing Version	A	B	C	D
				E

Description of samples and results

Using the smoke yield prediction program, the theoretical tobacco weight and the analytical figures of the reference cigarette have been calculated.

The constructions have been suggested as follows :

Filter : Tow	2.5 Y / 48'000	3.4 I / 46'000
Plug wrap	FU-POV 100	FU-POV 40
Cigarette paper	WP 60	WP 60
Tipping paper	4 M. 0.11.6.5	Z3 / 60

For each processing version, trials were made using both constructions.

2. finage

ZDS/cap/MAY 26 1981

0000144363